



WXYZ

ORDER

Print Date 11/13/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **315391 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **Protect Working Families**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product
Porotect Working Families

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1795**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	49	\$82,790.00	\$97,400.00	0.00	10/01/12	10/28/12	49	\$82,790.00	\$97,400.00
November 2012	12	\$16,107.50	\$18,950.00	0.00	10/29/12	10/29/12	12	\$16,107.50	\$18,950.00
Totals	61	\$98,897.50	\$116,350.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/23/12	10/29/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00 NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--		5		\$300.00		0.00				
N 2	WXYZ	10/23/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$900.00	FX	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--		5		\$900.00		0.00				
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$2,000.00	FX	0.00 NM	10	\$20,000.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Porotect Working Families** Estimate # **1795**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$2,000.00	FX	0.00	NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	22222--	10		\$2,000.00		0.00						
N 4	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
Week:		10/23/12	10/29/12	-----S-	1		\$1,200.00		0.00						
N 5	WXYZ	10/28/12	10/28/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
Week:		10/23/12	10/29/12	-----S	1		\$1,200.00		0.00						
N 6	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
Week:		10/23/12	10/29/12	-----S	1		\$1,200.00		0.00						
N 7	WXYZ	10/23/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-1---	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
Week:		10/23/12	10/29/12	11-1---	3		\$1,500.00		0.00						
N 8	WXYZ	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1-1-1--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
Week:		10/23/12	10/29/12	1-1-1--	3		\$1,500.00		0.00						
N 9	WXYZ	10/23/12	10/29/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
Week:		10/23/12	10/29/12	11111--	5		\$1,800.00		0.00						
N 10	WXYZ	10/23/12	10/29/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
Week:		10/23/12	10/29/12	11111--	5		\$1,800.00		0.00						
N 11	WXYZ	10/23/12	10/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
Week:		10/23/12	10/29/12	11111--	5		\$3,000.00		0.00						
N 12	WXYZ	10/23/12	10/29/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
Week:		10/23/12	10/29/12	11111--	5		\$3,000.00		0.00						
N 13	WXYZ	10/23/12	10/29/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-F	11111--	:30	5	\$750.00	FX	0.00	NM	5	\$3,750.00
Week:		10/23/12	10/29/12	11111--	5		\$750.00		0.00						
N 14	WXYZ	10/23/12	10/29/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
Week:		10/23/12	10/29/12	11111--	5		\$400.00		0.00						
N 15	WXYZ	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
Week:		10/23/12	10/23/12	-T-----	1		\$20,000.00		0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----					1	\$20,000.00		0.00			
N 16	WXYZ	10/27/12	10/27/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$4,000.00		0.00			
Totals														61	\$116,350.00